Conestoga College

School of Applied Computer Science & Information Technology

PROG8630 – Dashboard Proposal

Technology

Apple

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**Abstract**

An abstract is a summary of the paper. It covers the Big Ideas of the report. Think of it as a media report summarizing the report. Naturally, when doing your outline, you may not have full information yet, so add comments about what might be added in the final report.

For more information on what an abstract is, and how you could start writing one, please read these helpful resources:

<https://lib.conestogac.on.ca/writing-services/abstracts>

<http://www.mit.edu/course/21/21.guide/abstract.htm>

For your proposal, your abstract will be very short. As you progress through your project, you can add to you abstract and you final report will have an abstract of ~ two paragraphs.

**Table of contents**

Insert your table of contents here. For the report outline you need to have at least the main sections and subsections for your report here. In your proposal, the table of contents will be quite short because you will only have a few sections.

For more information on making a table of contents please see this:

<http://www.mit.edu/course/21/21.guide/contents.htm>

You may also want to refer to your word processing software’s documentation on how to generate a table of contents - for Microsoft Word refer to this document:

<https://support.office.com/en-ie/article/insert-a-table-of-contents-882e8564-0edb-435e-84b5-1d8552ccf0c0>

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# Introduction

In this section, you should introduce your main topic. Specifically, you should outline the industry and company that you will be covering as well as the purpose of your dashboard.

## Marketing Department

The marketing department is composed of marketing specialists responsible for planning, creating, and monitoring marketing activities within a company. Their primary goal is to help the company generate as many sales as possible [1]. It is the Marketing Department's job to reach out to prospects, customers, investors and/or the community, while creating an overarching image that represents your company in a positive light [2].

*KPI’s:*

1. *Customer Acquisition Cost (CAC): Calculates the average cost of acquiring a new customer, including marketing and sales expenses. It helps evaluate the efficiency of your marketing campaigns.*
   1. *CAC = Average(marketing expense + sales expense + other expenses)*
2. *Return on Investment (ROI): Determines the profitability of your marketing activities by comparing the revenue generated to the costs incurred.*
   1. *ROI = revenue – marketing expenses*
3. *Website Traffic: Measures the number of visitors to your website, which can indicate the effectiveness of your marketing channels and content.*
   1. *Count of website visitors*
4. *Brand Awareness: Assesses the visibility and recognition of your brand among your target audience. Metrics like social media followers, brand mentions, and reach can indicate brand awareness.*
   1. *Count of Social media followers, mentions, reach etc.*

## Department 2

## Department 3

## Department 4

# Data Source and Data Model

At this stage you will probably not know precisely what you data model should will look like or where you will get your data (simulated or actual). So, in this section, you should list all the data you will need in order to calculate the KPIs in the previous section. This will help guide you as you select and choose your data.

# Proposed Allocation Project Team Roles

This is the section for you to outline ‘who does what’ in your team and how they do it. Normally, projects work best when individuals take primary responsibility for certain areas (e.g. Write Up, Design, Data acquisition, etc). At this stage, it is alright to not have a detailed ‘job description’ for but a general idea is important.

Additionally, this is a section to discuss how your team will communicate and meet to get the work done (e.g. schedule, timeline, etc.).

This section exists to make sure you have, as a team, discussed and agreed on how you will get the work completed.

# Bibliography

Recall our discussion in class of references and bibliographies.

Please refer to information here to correctly cite your references:

[Home - APA @ Conestoga - Library Services at Conestoga College](https://lib.conestogac.on.ca/apa-conestoga)

Some more background and information on citations:

<http://www.mit.edu/course/21/21.guide/csxlr.htm>

More citations are a good thing - it shows the instructor how much research you put into learning and obtaining material, protects you from plagiarism concerns (you are acknowledging where you learnt what you wrote in the report), and makes your work more credible. As always, consider the sources of your material.

[1]. <https://www.studysmarter.co.uk/explanations/marketing/marketing-management/marketing-department/>

[2].https://www.thehartford.com/business-insurance/strategy/creating-marketing-department/role

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Additionally, there are workshops on citing correctly (and other writing topics) offered by Conestoga Library.

<https://lib.conestogac.on.ca/writing-services/writing-workshops>

<https://conestoga.campuslabs.ca/engage/event/152953>

<https://conestoga.campuslabs.ca/engage/event/152616>

If you have questions, ask!

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